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**FOR IMMEDIATE RELEASE****Media Contact:**

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Email: [sburruss@backstopsolutions.com](mailto:sburruss@backstopsolutions.com)**BACKSTOP SOLUTIONS GROUP WINS HFM US TECHNOLOGY AWARD***Backstop Receives Honors for ‘Best CRM System’*

**Chicago, February 9, 2015** – Backstop Solutions Group – a leading provider of cloud-based solutions purpose-built to help the institutional investment industry save time, increase productivity and make better investment decisions – won “Best CRM System” at the 2015 HFM US Technology Awards. Sponsored by *HFMTechnology*, a sister publication of *HFMWeek*, these inaugural awards honor hedge fund technology providers that demonstrated exceptional customer service and innovative product development during the past year.

“With greater investor demands for transparency and an increasingly complex regulatory environment, we’re seeing today’s fund managers look for solutions that can help them run their businesses more efficiently,” said Clint Coghill, Chairman and CEO, Backstop Solutions Group. “We worked hard in 2014 to expand our client relationship management features with the goal of helping users save time and streamline their processes, and we’re honored that these Awards are recognizing the value this brings to our fund manager clients.”

In 2014, Backstop launched a new mobile solution, the Backstop Mobile App, designed to give managers on-demand access to critical business data and key CRM features while they’re on the go. In addition, Backstop enhanced the platform’s Activity Search feature to provide faster and more intuitive searching of emails, notes, meetings, calls and documents stored within the system, which helps managers save hours of time when looking for a specific piece of investor information.

In addition to Best CRM System, Backstop Solutions Group was also shortlisted in two other categories, including: “Best Data Management Product” and “Best Mobile Solution.”

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**About Backstop Solutions Group**

Backstop Solutions Group, LLC is a leading provider of web-based software solutions for hedge funds and institutional investors. Backstop was founded in 2003 and is one of the fastest growing software providers in the financial services industry, serving over 640 firms throughout the United States, Europe and Asia. Backstop has been repeatedly recognized by industry leading managers and service providers as a top technology provider in the alternative asset management industry.